

# PERSONA

photo

Name: \_\_\_\_\_ Location: \_\_\_\_\_

Age: \_\_\_\_\_ Profession: \_\_\_\_\_

Education: \_\_\_\_\_

Motto: \_\_\_\_\_

Family and friends:

Dreams:

Skills:

Needs:

Frustrations:

Behaviors:

Why should I engage with you?

Why shouldn't I engage with you?

